

SYSTEM AND METHOD FOR INSERTING ADVERTISING INTO USER-
SELECTED WEB CONTENT

ABSTRACT OF THE DISCLOSURE

5 A system for inserting advertising into user-selected web content
comprises a client engine and an advertising engine. The client engine is
capable to aggregate user-selected content from multiple web pages into
a file and to view files having aggregated content. The advertising engine
is capable to displaying advertising whenever the client engine displays
10 the aggregated content.

09/22/2004 04:52:16 PM